



## USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 01/27 thru 02/02.

(prices in dollars per carton)

Fri. Jan 27, 2006

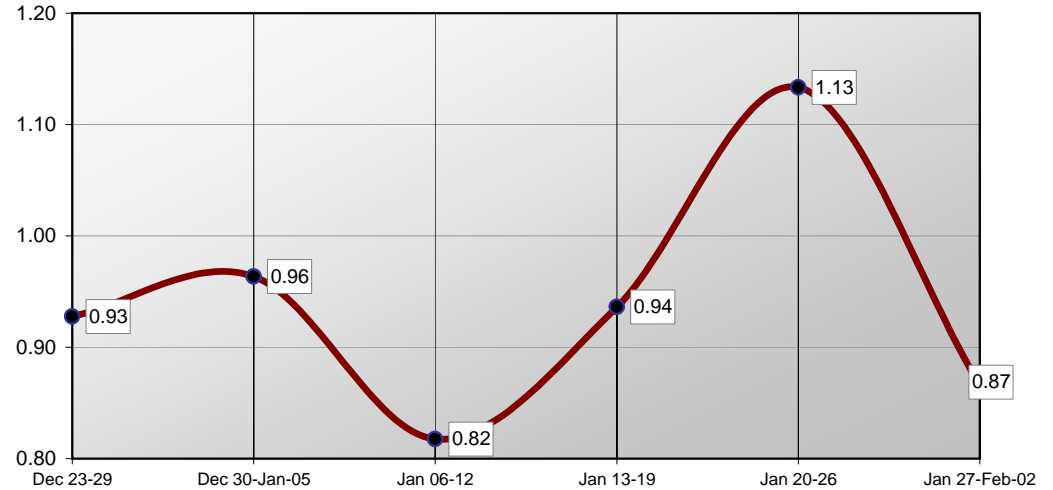
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		39.6% of 16,700 stores				29.5% of 16,700 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack			750	0.95			600	1.41
	White 18 pack			370	1.20			480	1.50
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	140	0.65	1,910	0.85	20	0.99	740	0.96
	White 18 pack							130	1.99
	Brown 12 pack								
SPECIALTY	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack	200	4.00	280	3.72	70	4.00	430	3.86
	OMEGA-3								
	White 12 pack	200	2.50	480	2.70			200	1.99
	Brown 12 pack							10	1.50
	CAGE-FREE								
	White 12 pack			200	2.25				
	Brown 12 pack	190	1.99	590	2.19			220	1.99
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/	
Regular Shell Eggs (XL/LG; AA/A; W/B)				3,170		1,970		Large Eggs on	
Specialty Shell Eggs				2,140		930		Jan-23-2006	
Total (including Medium)				5,490		3,140		429.5	
Special Rate 4/:				11.8%		11.0%		up 1%	

5/: Inventory in thousands of 30-dozen cases.

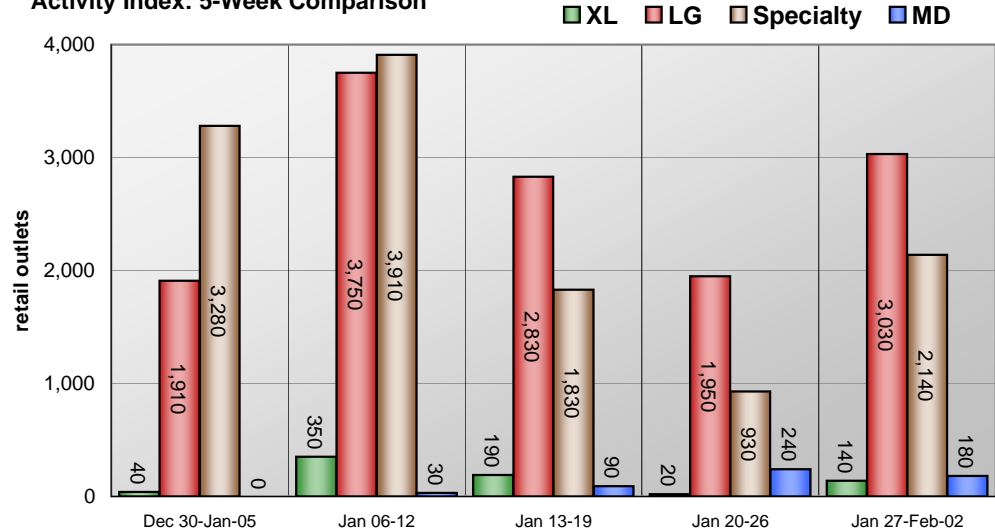
### Shell Egg Featuring - 01/27 thru 02/02

Although the number of sampled outlets featuring shell eggs is sharply higher than a week ago, average advertised price levels on both Grade A and Grade AA in 12 packs are significantly lower. Shell eggs are most actively being featured in the Northwestern U.S. with a large number of "no price" ads being conducted. This trend corresponds to an increase in shell egg inventory for the region as reported in the Weekly Shell Egg Inventory report. USDA Certified Organic and Omega-3 specialty eggs continue to enjoy active featuring but Cage-free shell eggs dominate the specialty egg sector this week.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



### Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		57.5% of 3,800 sampled outlets						27.3% of 5,000 sampled outlets						29.6% of 2,400 sampled outlets					
2/ Activity Index		Activity Index = 1,600 (includes Medium)						Activity Index = 1,280 (includes Medium)						Activity Index = 1,090 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.89	10	0.89										0.99	20	0.99
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.75 - 0.89	50	0.77	0.69 - 1.00	380	0.94				0.69 - 1.00	1,040	0.90	0.59	90	0.59	0.66 - 0.69	280	0.69
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack			0.50 - 0.66			120			0.60		
		White 30 pack						White 30 pack						White 12 pack			0.66		
														White 30 pack			10		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	4.00	200	4.00	2.50 - 4.00	280	3.72												
	OMEGA-3																		
	White 12 pack				2.50 - 2.69	110	2.61							2.50	200	2.50	2.50	200	2.50
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																2.25	200	2.25
	Brown 12 pack	1.99	190	1.99	1.99	380	1.99				2.99	120	2.99				1.99	90	1.99
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		32.6% of 2,600 sampled outlets						42.5% of 2,000 sampled outlets						70.4% of 900 sampled outlets					
2/ Activity Index		Activity Index = 870 (includes Medium)						Activity Index = 300 (includes Medium)						Activity Index = 350 (includes Medium)					
USDA GRADE AA	White 12 pack				0.79 - 1.00	590	0.97				0.79	40	0.79				0.79 - 1.00	110	0.88
	White 18 pack				0.99 - 1.79	40	1.22				1.79	80	1.79				0.99 - 1.29	230	1.01
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack			0.80			10			0.80		
USDA GRADE A	White 12 pack				0.50 - 0.79	210	0.60												
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack			0.50			30			0.50			White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack										2.99	170	2.99						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack																		

Note: See page 1 for explanatory notes.

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